



## BANNER INFORMATION

**City of Flagstaff--Recreation Services**  
**211 W. Aspen Avenue, Flagstaff, AZ 86001**  
**Phone: (928) 213-2300**  
**Fax: (928) 556-1226**  
**[www.flagstaff.az.gov/recreation](http://www.flagstaff.az.gov/recreation)**

### **Request for Banner Placement**

- Banner requests are available a maximum of one year in advance of the requested display start date.
- Banner display requests must be made to the Flagstaff Recreation Services – Office of Community Events at least one month prior to the requested display start date.
- Organizations may request up to 15 banner locations per requested time frame.
- Banners promoting a special event or program may be displayed up to one year prior to event date. Banners promoting a series or season of events may be displayed up to one year.
- Organizations may place up to 3 banners each on Route 66, Humphreys Street, North Beaver Street, or North San Francisco Street, as space permits.

### **Priorities for Assigning Banner Placement**

**Priority 1:** Events organized by the City of Flagstaff.

**Priority 2:** Events organized by the Flagstaff Unified School District #1.

**Priority 3:** Events organized by Flagstaff based non-profit organizations with proceeds providing assistance to the organizer or another Flagstaff based non-profit organization (requires proof of non-profit status).

**Priority 4:** Events organized by private businesses, non-profit organizations not based in Flagstaff, and/or individuals for the purpose of profit, personal gain, and/or proceeds that will be used to benefit non-profit organizations not based in Flagstaff.

### **Banner Installation and Display**

- Banners must be submitted to Flagstaff Recreation Services – Office of Community Events (1702 N. 4<sup>th</sup> Street) 3 weeks (15 business days) prior to display start date.
- Banners must be clean and ready to install when delivered to the Office of Community Events. City staff will schedule placement of banners within 5 business days prior to or after display start date. Due to weather and other factors, dates of placement may be affected.
- Banners that are damaged and/or unable to be hung will be removed immediately. Organization will be contacted regarding damage status of banner. If a replacement banner is not provided within 3 weeks (15 business days) from contact, the banner pole location will be removed from the reservation.
- No refunds will be provided for torn or damaged banners that are removed.

### **Locations**

#### **North & South Historic Downtown**

- 146 historic style pedestrian light poles are available for display of banners in the downtown area north of Route 66.
- 17 poles are available for display of banners in the downtown area south of Route 66.
- Light poles in alleyways may not be used to display banners.
- Generally, banners will be displayed only on the pole side facing the sidewalk.

### **Maps**

Please refer to the site maps for pole locations.

### **Cost for Display**

- Banner fees include all administrative costs as well as banner site rental fees.
- Fees are a one-time payment **per banner**, based in length of placement requested.
- Payment must be received two weeks (10 business days) prior to scheduled placement of banners.

<b>Downtown Banner</b>	<b>Per Banner</b>
<b>North Downtown</b>	
<i>A Pricing (Premium Locations)</i>	
1-3 month display	\$32.00
4-6 month display	\$48.00
7-9 month display	\$63.00
10-12 month display	\$79.00
<i>B Pricing (Mid-Range Locations)</i>	
1-3 month display	\$25.00
4-6 month display	\$38.00
7-9 month display	\$50.00
10-12 month display	\$63.00
<i>C Pricing (Perimeter Locations)</i>	
1-3 month display	\$21.00
4-6 month display	\$31.00
7-9 month display	\$42.00
10-12 month display	\$52.00
<b>South Downtown</b>	
<i>4-12 month display only</i>	
4-6 month display	\$32.00
7-9 month display	\$48.00
10-12 month display	\$79.00

### **Banner Removal**

- Maximum length of display for banners promoting a special event or program is one year prior to event. Banners promoting a series or season of events may be displayed up to one full year.
- All banners will be scheduled to be removed 48 hours after the event/series/season has ended.
- Banners are to be picked-up from the Flagstaff Aquaplex (1702 N. 4<sup>th</sup> Street) within 2 weeks after removal. Recreation staff will not be held responsible for banners that are not picked up within two weeks after they have been removed.

### **Banner Content and Design**

Banners may include logos, graphics, and/or pictures. Banners may include festive or seasonal proclamations, or announce cultural or civic events that are open to the public. Banners may devote up to 25% of the surface area to the name and/or logo of a public, private, or commercial sponsor. No private advertisements are allowed.

Large, bold typeface and simple graphics on a light background are most effective. Colorful banners are encouraged.

## **Banner Production**

Banner production materials and costs are the responsibility of the organization that is requesting display. Banners must comply with the dimensions given or they cannot be displayed. A sample banner or a copy of the artwork must be submitted to Recreation for approval.

***Banners must be printed on both sides.***

***Banners must contain at least three wind flaps stitched to prevent tearing.***

## **Banner Dimensions**

- 23.5" wide by 51" high, including pole pocket.
- Pole pocket should be exactly 3.25" wide from sew lines that form pocket to top or bottom of banner.
- Print area should not exceed 23" x 48".
- Type should be no smaller than 1.75".

## **Pole Dimensions**

- Height from the sidewalk surface to the top of the banner pole is 11' 4.5".
- Distance between banner arms is 4'.
- Diameter of banner arm is 1.25" (inserts into pole pocket).
- Length of usable banner arm is 23.5".

